



**WBTV**  
**One Julian Price Place**  
**Charlotte, NC 28208**  
**(704) 374-3500**

# CONTRACT

<u>Contract / Revision</u> 817410 /		<u>Alt Order #</u>
<u>Product</u> <b>COWELL FOR TREASURER</b>		
<u>Contract Dates</u> <b>10/22/12 - 10/28/12</b>	<u>Estimate #</u> <b>11781</b>	
<u>Advertiser</u> <b>Cowell for Treasurer</b>		<u>Original Date / Revision</u> 09/06/12 / 09/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WBTV</b>	<u>Account Executive</u> Patti Goodnight	<u>Sales Office</u> WBTV National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Media Strategies & Research**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/22/12	10/28/12	WBTV News 5a	5-530a		:30			NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	M-WT---				3	\$375.00			
N 2	WBTV	10/22/12	10/28/12	WBTV News 530a	530-6a		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$500.00			
N 3	WBTV	10/22/12	10/28/12	WBTV News 6a	6-7a		:30			NM	5	\$2,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$575.00			
N 4	WBTV	10/22/12	10/28/12	The Early Show	7-9a		:30			NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF--				5	\$375.00			
N 5	WBTV	10/27/12	10/27/12	WBTV Sat 7a News	7-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S-				1	\$400.00			
N 6	WBTV	10/28/12	10/28/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-----S				1	\$550.00			
N 7	WBTV	10/26/12	10/26/12	America Now	9a-10a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$175.00			
N 8	WBTV	10/22/12	10/22/12	Rachael Ray	10a-11a		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	M-----				1	\$200.00			
N 9	WBTV	10/24/12	10/24/12	Price Is Right	11a-12p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	--W----				1	\$600.00			
N 10	WBTV	10/22/12	10/28/12	WBTV News At Noon	12-12:30p		:30			NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	-T--F--				2	\$375.00			
N 11	WBTV	10/22/12	10/28/12	Y&R	12:30-1:30p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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**Charlotte, NC 28208**  
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<u>Contract / Revision</u> 817410 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/22/12 - 10/28/12	<u>Product</u> COWELL FOR TREASURER	<u>Estimate #</u> 11781
<u>Advertiser</u> Cowell for Treasurer		<u>Original Date / Revision</u> 09/06/12 / 09/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
											5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$450.00			
N 12	WBTV	10/22/12	10/28/12	Let's Make A Deal	3-4p		:30			NM		
											3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$250.00			
N 13	WBTV	10/22/12	10/28/12	WBTV News at 5p	5p-5:30p		:30			NM		
											5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-W-F--				3	\$700.00			
N 14	WBTV	10/22/12	10/28/12	WBTV News at 530p	M-F 530p-6p		:30			NM		
											5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$700.00			
N 15	WBTV	10/22/12	10/28/12	WBTV News at 6p	M-F 6p-630p		:30			NM		
											5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$800.00			
N 16	WBTV	10/22/12	10/28/12	WBTV News Primetime	M-F 7p-730p		:30			NM		
											2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$700.00			
N 17	WBTV	10/22/12	10/25/12	Millionaire	M-F 730p-8p		:30			NM		
											1	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M--T---				2	\$775.00			
N 18	WBTV	10/23/12	10/23/12	Tue Prime Hour 2	9-10p		:30			NM		
											1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$6,600.00			
N 19	WBTV	10/28/12	10/28/12	Sun Prime Hour 1	7-8p		:30			NM		
											5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$5,000.00			
N 20	WBTV	10/22/12	10/28/12	WBTV News @ 11p	11p-1135p		:30			NM		
											1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,100.00			
N 21	WBTV	10/27/12	10/27/12	WBTV 11p News / Sat.	11p-1135p		:30			NM		
											1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$900.00			
N 22	WBTV	10/28/12	10/28/12	WBTV 11p News /Sun	11-11.35p		:30			NM		
											1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,100.00			
N 23	WBTV	10/23/12	10/23/12	David Letterman	1135-1237a		:30			NM		
											1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$525.00			
Totals											61	\$47,025.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	61	\$47,025.00	\$39,971.25
<b>Totals</b>	<b>61</b>	<b>\$47,025.00</b>	<b>\$39,971.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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